and costs. Id. at 8-9.

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Defendants were served with process on January 21, 2008. Dkt. ##3-5. Defendants have not answered or otherwise responded to the complaint as required by the Federal Rules of Civil Procedure. The Clerk has entered Defendant Extreme Smiles' default pursuant to Rule 55(a). Dkt. #8.

#### II. Discussion.

Plaintiff seeks a default judgment against Defendant Extreme Smiles with respect to the breach of contract claim asserted in count three of the complaint. Plaintiff seeks an award of actual damages in the amount of \$484,711.60, plus interest, and an award of attorney's fees and costs totaling \$1,772.24. Dkt. #9.

Once a party's default has been entered, the district court has discretion to grant default judgment against that party. *See* Fed. R. Civ. P. 55(b)(2); *Aldabe v. Aldabe*, 616 F.2d 1089, 1092 (9th Cir. 1980). Factors the court may consider in deciding whether to grant default judgment include (1) the possibility of prejudice to the plaintiff, (2) the merits of the claim, (3) the sufficiency of the complaint, (4) the amount of money at stake, (5) the possibility of a dispute concerning material facts, (6) whether default was due to excusable neglect, and (7) the policy favoring a decision on the merits. *See Eitel v. McCool*, 782 F.2d 1470, 1471-72 (9th Cir. 1986). In applying the *Eitel* factors, "the factual allegations of the complaint, except those relating to the amount of damages, will be taken as true." *Geddes v. United Fin. Group*, 559 F.2d 557, 560 (9th Cir. 1977); *see* Fed. R. Civ. P. 8(d).

## A. Possible Prejudice to Plaintiff.

The first *Eitel* factor weighs in favor of granting Plaintiff's motion because Plaintiff will be prejudiced if default judgment is not entered. Plaintiff served process on Defendant more than two months ago. Dkt. #3. Defendant has failed to respond to the complaint or otherwise appear in this action. If the Court were to deny Plaintiff's motion for default judgment, Plaintiff would have no other recourse for recovery. *See Gemmel v. Systemhouse, Inc.*, No. CIV 04-187-TUC-CKJ, 2008 WL 65604, at \*3 (D. Ariz. Jan. 3, 2008).

# B. The Merits of the Claim and the Sufficiency of the Complaint.

The second and third Eitel factors favor a default judgment where the complaint

sufficiently states a claim for relief under the liberal pleading standards of Rule 8. *See Gemmel*, 2008 WL 65604 at \*3; *Danning v. Lavine*, 572 F.2d 1386, 1388-89 (9th Cir. 1978). The parties' finance agreement provides that Massachusetts law governs the agreement. Dkt. #1-6. at 1. To state a breach of contract claim under Massachusetts law, the complaint must allege "a valid binding agreement, the defendant's breach thereof, and damages resulting from the breach." *Mass Cash Register, Inc. v. Comtrex Sys. Corp.*, 901 F. Supp. 404, 415 (D. Mass. 1995).

Count three of the complaint alleges that (1) Defendant executed and delivered the agreement to Plaintiff, (2) pursuant to the terms of the agreement, Plaintiff financed Defendant's acquisition of certain property in exchange for Defendant's promise to make periodic payments over the term of the agreement, (3) Defendant received and continues to possess the financed property, and (4) Defendant has refused to make payments due under the agreement. Dkt. #8 ¶¶ 23-25. Given the Court's acceptance of these allegations as true, see Geddes, 559 F.2d at 560, the Court finds that Plaintiff has sufficiently stated a valid breach of contract claim against Defendant. The second and third Eitel factors favor a default judgment.

### C. The Amount of Money at Stake.

Under the fourth *Eitel* factor, default judgment is favored where the amount of the judgment is reasonable in light of the defendant's wrongful conduct. *See id.* In this case, Plaintiff financed Defendant's acquisition of more than \$350,000 worth of property in exchange for Defendant's promise to pay Plaintiff approximately \$500,000 over a six-year period. *See* Dkt. #1-6. Plaintiff made some monthly payments, but has refused to make other payments due under the agreement. Dkt. #1 at ¶ 25. Given the size of Plaintiff's loan and Defendant's failure repay it pursuant to the terms of the agreement, the proposed judgment amount of \$484,711.60 seems reasonable. As explained below, however, Plaintiff has failed to present evidence establishing this amount. This factor therefore weighs against a default judgment. *See Truong Giang Corp. v. Twinstar Tea Corp.*, No. C 06-03594 JSW, 2007 WL 1545173, at \*13 (N.D. Cal. May 29, 2007) ("[T]he sum of money sought by TG is

unreasonable, because it is unsupported by the evidence on record[.]"); *cf. Bd. of Trs. of Cal. Metal Trades v. Pitchometer Propeller*, No. C-97-2661-VRW, 1997 WL 7979222, at \*1 (N.D. Cal. Dec. 15, 1997) (granting default judgment where amount of money at stake was "reasonable, *properly documented*, and contractually justified") (emphasis added).

#### D. Possible Dispute Concerning Material Facts.

There is no genuine dispute as to liability given the sufficiency of count three and Defendant's default. *See Geddes*, 559 F.2d at 560; *Gemmel*, 2008 WL 65604 at \*5. Though there is a possibility of a dispute concerning the amount of damages, Defendant has made no attempt to challenge the complaint or the motion for default judgment. The Court concludes that this factor weighs in favor of a default judgment.

## E. Whether Default Was Due to Excusable Neglect.

Defendant was properly served with the summons and complaint. Dkt. #3. Defendant was also served with Plaintiff's application for entry of default. Dkt. ##6-7. It therefore is "unlikely that Defendant's failure to answer and the resulting default was the result of excusable neglect." *Gemmel*, 2008 WL 65604 at \*5.

# F. The Policy Favoring a Decision on the Merits.

"Cases should be decided upon their merits whenever reasonably possible." *Eitel*, 782 F.2d at 1472. But the mere existence of Rule 55(b) "indicates that this preference, standing alone, is not dispositive." *PepsiCo, Inc. v. Cal. Sec. Cans*, 238 F. Supp. 2d 1172, 1177 (C.D. Cal. 2002) (citation omitted). Defendant's failure to answer or otherwise respond to the complaint "makes a decision on the merits impractical, if not impossible." *Id.* The Court therefore is not precluded from entering default judgment against Defendant. *See id.*; *Gemmel*, 2008 WL 65604 at \*5.

# G. Proof of Damages.

Given the sufficiency of count three and Defendant's default, there is no genuine dispute that Defendant is liable for breach of contract. *See Geddes*, 559 F.2d at 560; *Danning*, 572 F.2d at 1388. Plaintiff, however, must still "prove up' the amount of damages it is claiming." *Truong Giang*, 2007 WL 1545173 at \*13; *see PepsiCo*, 238 F. Supp. 2d at

1175 ("[T]he plaintiff is required to provide proof of all damages sought in the complaint."); see also Fed. Rs. Civ. P. 8(d), 55(b).

Plaintiff seeks actual damages in the amount of \$484,711.60. Dkt. ##1, 10. Plaintiff has submitted an affidavit from its counsel stating that this amount "is due and owing" and "all just and lawful setoffs, payments, and credits have been allowed." Dkt. #9  $\P$  3. But Plaintiff has presented no documents or other evidence in support of this statement. The Court cannot, on the record before it, determine the amount Defendant owes Plaintiff. *See Gemmel*, 2008 WL 65604 at \*6. Plaintiff shall submit evidence to the Court sufficient to establish the amount of its damages by April 25, 2008.

## H. Attorney's Fees and Costs.

The affidavit of Plaintiff's counsel and the exhibits attached thereto show that Plaintiff has incurred \$1,224.00 in attorney's fees and \$548.24 in costs. Dkt. ##9, 9-2. The Court finds these amounts to be reasonable.

#### III. Conclusion.

Having reviewed Plaintiff's motion and supporting affidavit, and having considered the *Eitel* factors as a whole, the Court concludes that the entry of default judgment is appropriate as to Defendant Extreme Smiles' liability on the breach of contract claim asserted in count three. The Court further concludes that an award of attorney's fees and costs in the amount of \$1,772.24 is reasonable. The Court will grant Plaintiff's motion with respect to Extreme Smiles' liability and Plaintiff's attorney's fees and costs. The Court will deny the motion, without prejudice, with respect to Plaintiff's damages.

## IV. The Remaining Defendants.

Defendants Ryan and Melissa Porter were served with process on January 21, 2008, *see* Dkt. ##4-5, but have not answered or otherwise responded to the complaint. Plaintiff has not sought the Porters' default or dismissed the claims against them. Plaintiff shall file a status report regarding the claims against the Porters by April 25, 2008.

#### IT IS ORDERED:

1. Plaintiff's motion for default judgment (Dkt. #9) is granted in part and

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